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KEYNOTE SPEAKER
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TIFFANI BOVA



/in/tiffanibova



@tiffani_bova



@tiffanibova



info@tiffanibova.com



tiffanibova.com

Tiffani Bova is the global growth evangelist at Salesforce and the author of the new bestselling book [The Experience Mindset: Changing the Way You Think About Growth](#).

Her previous book [Growth IQ](#) was a **Wall Street Journal bestseller** and has been translated into 10 languages. Bova is ranked on the current **Thinkers50's** list of the world's top management thinkers [twice] and has appeared on **MSNBC, Bloomberg, BNN Bloomberg, Cheddar News** and **Yahoo! Finance**. She also contributes her thoughts to publications including **Harvard Business Review, Forbes, Entrepreneur, Thrive, MIT Sloan Management Review, Rotman Management Magazine,** and **Duke Dialogue Review**. She frequently is a guest lecturer at Columbia University, Wharton, USC, and TCU, to name a few.

As host of [What's Next! with Tiffani Bova](#), a top ranked podcast on iTunes, Bova has interviewed hundreds of thought leaders and executives including **Arianna Huffington, Dan Pink, Seth Godin, Tom Peters, Marshall Goldsmith, Former Best Buy CEO Hubert Joly, Former Ritz-Carlton President Horst Schulze,** and **Square co-founder Jim McKelvey**, among others.

Bova is a **top Twitter influencer** in the categories Business Growth, Customer Experience, Digital Transformation, the Future of Work, and Sales. She was identified as a **LinkedIn Top Sales Expert to Follow** in 2018–2022.

She was named one of **Inc. Magazine's 37 Sales Experts You Need to Follow on Twitter**, a **Top 100 Women in Tech**, a **Brand Quarterly Magazine Top 50 Marketing Thought Leader**, and one of the most **Powerful and Influential Women in California** according to the National Diversity Council.

Additionally, she was ranked as one of the **top 25 B2B women influencers by Top Rank Marketing**, and one of the **top 10 influencers in the future of work, customer experience, digital transformation, and women in tech by Analytica in 2023**. **Growth IQ** was one of Porchlight's **top 5 recommended strategy and leadership books of 2018** and continues to be on their bestseller list. The book was also featured in **best of lists from Inc. and Thrive Global**.

Having delivered **over 1,000 keynote presentations** on sales transformation and business model innovation to over 550,000 people on six continents, Bova is a highly sought-after keynote speaker. Prior to working with **Salesforce**, she was a sales, marketing and customer service executive for startups and Fortune 500 companies, where she was recognized as one of the first to develop a robust go-to-market model for cloud-based solutions, and indirect channel strategies to accommodate changes in buying behavior. She left the corporate world and joined **Gartner** becoming a **Distinguished Analyst and Research Fellow** where she won the **Thought Leadership award** and earned accolades from the best leaders in the technology world for her cutting-edge analysis and her skill in architecting bold new strategies for sales and growth.

Bova's experience on the front lines of sales, marketing, customer service and innovation, combined with her insightful candor, has resulted in a unique perspective that continues to inspire businesses and individuals to get smarter about the choices they make, think forward and increase their Growth IQ and now their Experience Mindset.

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- THINKING FORWARD AND GROWING FASTER
- B2E IS THE NEW SALES EXPERIENCE

